Sound Logo

Title: Reaching for the Sky

Description

This sound logo is an attempt at representing the motto “Fly the friendly skies” of the airline company United Airlines.

Deployment

Given the duration of this audio (30 seconds) it could very well be combined with an appropriate imagery following the same inspiration behind the sound logo. Think of a visual that starts off quite dynamic and then smoothes out to become calmer and more serene. As the piece progresses, visualize a peaceful person aboard a United Airlines aircraft, staring blissfully out the window as we zoom out and reveal the clouds in the sky surrounding the aircraft. Such a video could then be played in different settings such as in the aircraft’s seat back screens as soon as they’re turned on, at the gate of the airport while waiting for a flight.